



A MESSAGE FROM THE FOUNDER

You may wonder why I would launch a venue for people to share tips and experiences when social networks abound. Because none of them feel right to me. Aren't you tired of scrolling through endless pictures of food, travel, and pets, wondering if your FOMO couldn't be channeled in more effective ways?

What if instead you were immersed in trending topics and innovative applications of food service instead of food porn? What if you could belong to a genuine, innovation-forward community of individuals who share information you could use to launch a new career, a new business, or a whole new way of life?

Wonder no more, because it's my pleasure to introduce you to Rarity. The name says it all, Rarity is an eclectic collection of individuals who I would like to seat at the ultimate virtual dinner table.

As Bruce Springsteen put it recently, "I create a space of common values and shared narrative." I couldn't have said it any better. The challenges facing our world require us to gather together to create an agenda for the future — a group of action-oriented people who are destined to be renowned throughout the world for raising the bar for humanity.

Tall order you say but as that sage African proverb goes, "If you want to go fast, go alone. If you want to go far, go together." I want us all to go together. I want us all to think of our children, the ones who will carry the burdens of our legacy. As famous Olympic coach Béla Károlyi once intoned, "You can do it! Listen to me, you can do it."

I do realize that merely gathering a group of people is simply not enough. To that end, the Rarity community will kickstart its unenviable mission by incubating seven innovative ideas. These incubation ventures will signal that Rarity is no ordinary community but a real-life gathering of masterminds.

You will be part of a living innovation lab. One that turns often-dreamed-about experiments into real-life breakthroughs that will take our world by storm. Can you think of a better way of blazing trails than by leading by example?

Even that may not be enough to convince some of you. Could governance tokens, a concept pioneered by blockchain and crypto startups, entice you? We might even turn our community into a DAO, a decentralized autonomous organization, to harness another groundbreaking concept from the world of startups.

What impact could you have on champagne, customer service, digital marketing, entertainment, real estate, restaurants, and virtual currencies? Are you up to the task of setting the tone for the future?

If so, I would love to have you join us. I can't do it without you.

Michael Tchong
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